

## 2006 – 2010 Strategic Plan

GOAL 1: The City of Montgomery actively works to maintain and solicit a diverse range of residential and business development that meets the needs of the community.

STRATEGY 1: Use public-private partnerships with school district, businesses and developers.

STRATEGY 2: Encourage a variety of businesses and a diversity of housing stock including apartments, condos, empty nests, etc.

STRATEGY 3: Educate public about importance of viable business community; help them understand that it is crucial to Montgomery.

STRATEGY 4: Provide a regular review and revision of zoning code to ensure successful balance between business and residential development.

STRATEGY 5: Recognize and build on aesthetic quality and appeal of business districts

STRATEGY 6: Educate public about the development process; hold seminars, use website, etc.

STRATEGY 7: Provide organized outreach to businesses including small to medium businesses and facilitate areas of cooperation.

STRATEGY 8: Write a position paper on teardown trend and the impact on Montgomery.

GOAL 2: The city recognizes the importance of the Montgomery Road Corridor in terms of aesthetics and business development/redevelopment including the Heritage District, the general business area north of the Heritage District, residential areas, the medical campus and the northern and southern gateways.

STRATEGY 1: Promote the residential character of Montgomery Road from Schoolhouse to Radabaugh.

STRATEGY 2: Support redevelopment of medical campus while remaining highly sensitive to surrounding residential properties.

STRATEGY 3: Maintain the Montgomery Road gateways into the community.

STRATEGY 4: Facilitate redevelopment of general business district – north of Heritage District to Schoolhouse.

STRATEGY 5: Make the Heritage District an attractive destination for all Montgomery residents and neighbors.

GOAL 3: The city delivers efficient, cost effective, high quality and creative services and projects that meet the unique needs of Montgomery residents, businesses and visitors.

STRATEGY 1: Enhance city services giving consideration to the latest technology, demographics and best practices.

STRATEGY 2: Enhance the human resource function provided to Montgomery employees to ensure the high quality and cost effective delivery of service.

STRATEGY 3: Enhance the city's ability to provide superior customer services reflective of a high performance organization (HPO) philosophy.

GOAL 4: The city uses and protects/sustains its financial resources consistent with policy, while providing services in the most efficient and effective way possible.

STRATEGY 1: Communicate the city's financial position with City Council and other stakeholders.

STRATEGY 2: Enhance the city's financial position and operations through policy and procedural improvements.

STRATEGY 3: Analyze and research existing revenue streams and alternative revenue sources.

STRATEGY 4: Prepare the city for placing the fire department levy on the 2009 ballot

GOAL 5: The city has a comprehensive marketing and communication program to: enhance the city's competitive edge; emphasize the unique characteristics of the community, compared with other jurisdictions; build upon the spirit of trust and cooperation that exists between the government and the community.

STRATEGY 1: Centralize communication/public relations/marketing efforts.

STRATEGY 2: Develop a communication/public relations/marketing plan.

STRATEGY 3: Foster two-way communication between the city and the community.

STRATEGY 4: Promote the city as a desirable recipient for financial support and sponsorship.

STRATEGY 5: Promote the city as a desirable place to locate your business.

STRATEGY 6: Promote the city as a desirable place to live.

STRATEGY 7: Promote the Heritage District.